



2022

**TWITTER
PLANNER**

@TwitterBusiness

What's included

Getting started

- Plan ahead
- Find your voice on Twitter
- Month of Tweets

Monthly planning

- Monthly objectives
- Monthly organic Tweets
- Monthly Promoted Ads
- Monthly reflection

Helpful resources

- ProTips
- Creative best practices
- Tweet ideas
- Website Button ideas
- 24/7 hashtags
- Twitter Poll ideas
- Video thought starters
- Twitter Ads targeting
- Campaign optimisation
- Create your Twitter Ads

Getting Started

Plan ahead

Think about the key moments, occasions, and events that your brand can connect with this year

Create your calendar of key events and occasions

For inspiration check out the 2022 marketing calendar at business.twitter.com



JAN

JUL

FEB

AUG

MAR

SEP

APR

OCT

MAY

NOV

JUN

DEC

Find your voice on Twitter

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

Copy

Words, phrases, and topics to incorporate

Media

Things to include in images or video

Emojis

Emojis that are ok to use

Words, phrases, and topics NOT to incorporate
(Competitor names? Old company taglines)

Things NOT to include in images or video
(Licenced material? Is the interior of the bar
ok, but someone drinking too much?)

Emojis that are NOT ok to use
(Weapons? Gender representation?)

Spice-o-meter: 🌶️ 🌶️🌶️ 🌶️🌶️🌶️

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Find your voice on Twitter

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

If your brand was a person...

Their favourite restaurant would be _____

Their go-to outfit would be _____

Their catchphrase would be _____

Their most-used emoji would be _____

Their coffee shop order would be _____

The background image of their phone would be _____

Their most called phone number is their _____

Their pet would be a _____ named _____

Their most-played album would be _____

Narrowing in

After people interact with our brand they should feel _____

Two words I think of when I think of that feeling are _____ and _____

A brand that makes me feel that way is _____

That brand's tone is _____ and _____

Draw a portrait

If your brand was a person,
what would it look like?

[Click to download more worksheets](#) 

A month of Tweets

We've outlined some ideas to get you started
- use the extra space to add your notes

Monday

Tuesday

Wednesday

Thursday

Friday



FAQ



Retweet



Pro-tip



Retweet
with comment



Behind-the-scenes
pic



MotivationMonday



Key piece of content



Gif



Statistic



Meme



Twitter Poll



Ask a question



WednesdayWisdom



Successful past
Tweet



Shoutout



Positive brand news



UGC



Video



Go live!



One-liner

[Click to download more worksheets](#) 

Monthly Planning

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 JAN

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

Promoted Ads

2022 JAN

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

2022 JAN

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#) 

2022 FEB

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

Promoted Ads

2022 FEB

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

2022 FEB

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 MAR

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

2022 MAR

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#) 

2022 APR

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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4	5	6	7	8	9	10
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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

**20
22 APR**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 MAY

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Things to remember

Promoted Ads

2022 MAY

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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23	24	25	26	27	28	29
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Things to remember

**20
22 MAY**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 JUN

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

**20
22 JUN**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

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Results					

[Go to Twitter Analytics](#)

2022 JUL

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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Things to remember

Promoted Ads

2022 JUL

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

**20
22 JUL**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

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Target					
Results					

[Go to Twitter Analytics](#)

2022 AUG

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

**20
22 AUG**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 SEP

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Things to remember

Promoted Ads

2022 SEP

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Things to remember

2022 SEP

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 OCT

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

2022 OCT

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 NOV

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

**20
22 NOV**

Reflect

What worked

What didn't work so well

Learnings and opportunities

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Twitter Analytics](#)

2022 DEC

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
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Things to remember

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

2022 DEC

Reflect

What worked

What didn't work so well

Learnings and opportunities

Helpful Resources

#ProTips

Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

Incorporate rich media

Images, GIFs, or short videos drive higher engagement rates

Create lists

Custom timelines with Tweets from the accounts you wish to include

Leverage Twitter tools

Drive more engagement with Threads, Polls, or Spaces

Actionable, always-on tips to use to adapt, refine, and grow your presence on Twitter

Use Website Buttons

Drive more organic clicks compared to a simple URL within a Tweet

Experiment with **copy & creatives**

Don't assume one-size fits all, different audiences engage with different Tweets

Target creatively

Broaden your targeting strategy by expanding your reach

Test different CTAs

Help your Tweets stand out and learn what best makes your audience take action

Test & optimise

Play around. Test what works for you and your campaigns

Video campaigns

Make your message more memorable by adding video

Creative best practices

Make your creatives stand out

Strong Tweet copy:

- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a currency amount)
- Creates a sense of urgency (i.e. “limited time only”)
- Avoids distracting hashtags

Strong Tweet images:

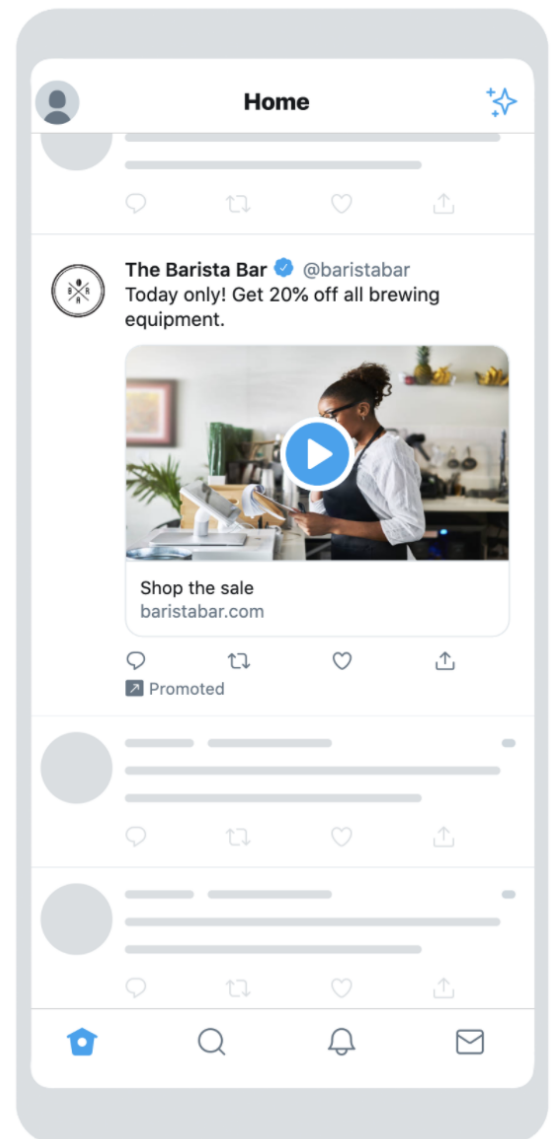
- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video

YOY, there's been a 34% increase in video view time on Twitter, equating to 3.5 billion video views per day.

Source: Twitter Internal, January 2021



Tweet ideas

Put your pen to paper before putting
your Tweet on Twitter

@

@

@

@

@

@

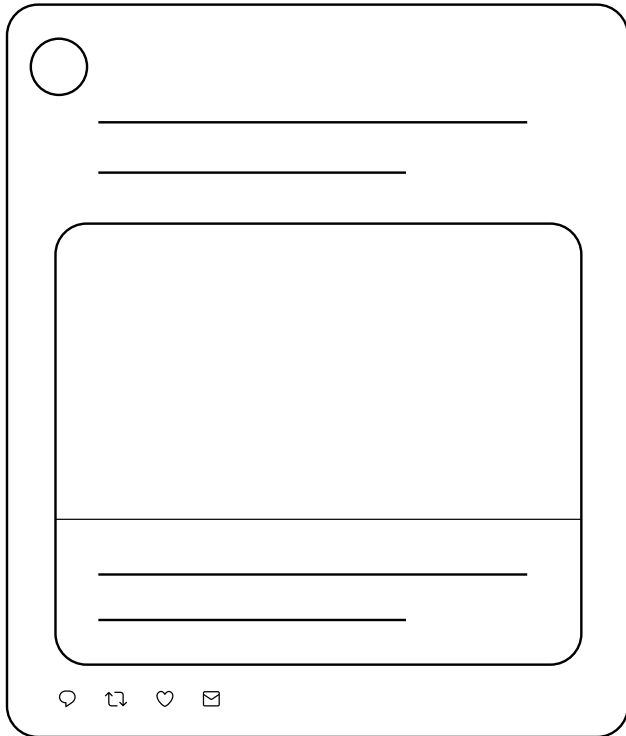
@

@

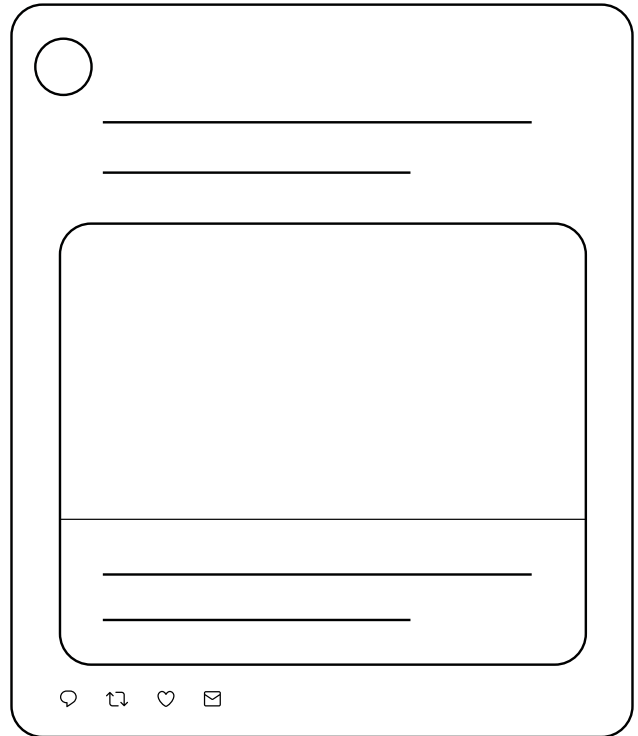
[Click to download more worksheets](#) 

Website Button ideas

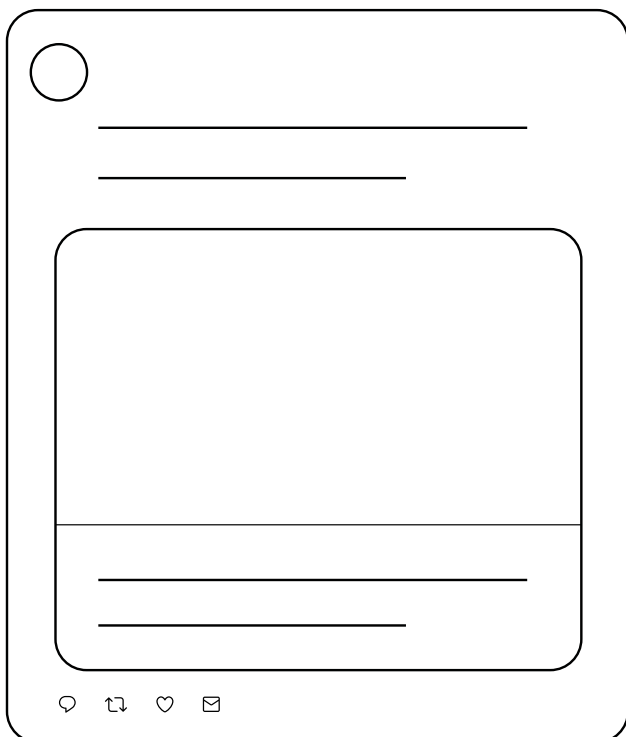
Put your pen to paper before
putting your Tweet on Twitter



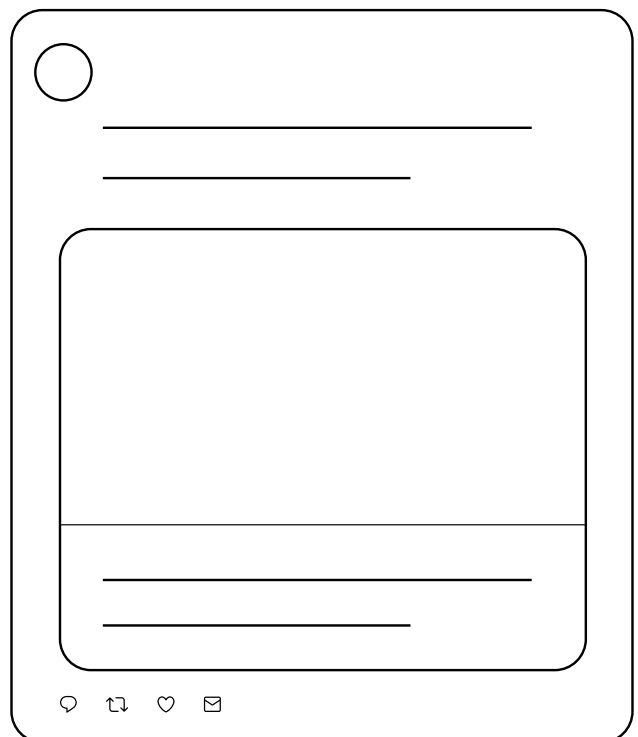
A template for a Twitter post. It features a circular profile picture placeholder at the top left. Below it are two horizontal lines for the username and display name. A large rectangular area in the center is designated for the tweet content. At the bottom, there are two horizontal lines for the retweet and reply counts. The bottom right corner contains four icons: a speech bubble for replies, a retweet symbol, a heart for likes, and an envelope for direct messages.



A template for a Twitter post, identical to the first one. It includes a circular profile picture placeholder, lines for user information, a large content area, and a bottom section with lines for engagement counts and icons for replies, retweets, likes, and direct messages.



A template for a Twitter post, identical to the others. It features a circular profile picture placeholder, lines for user information, a large content area, and a bottom section with lines for engagement counts and icons for replies, retweets, likes, and direct messages.



A template for a Twitter post, identical to the others. It features a circular profile picture placeholder, lines for user information, a large content area, and a bottom section with lines for engagement counts and icons for replies, retweets, likes, and direct messages.

[Click to download more worksheets](#) 

Carousel Ads ideas

Put your pen to paper before
putting your Tweet on Twitter

A template for a Twitter post. It includes a circular profile picture placeholder at the top left. Below it are two horizontal lines for the user's name and bio. A large rectangular area is designated for an image. At the bottom, there are two horizontal lines for the tweet text. Below the text are four small icons: a speech bubble for replies, a retweet symbol, a heart for likes, and an envelope for direct messages.

A template for a single card in a carousel ad. It features a large rectangular area at the top for an image. Below the image are two horizontal lines for text.

A template for a single card in a carousel ad. It features a large rectangular area at the top for an image. Below the image are two horizontal lines for text.

A template for a single card in a carousel ad. It features a large rectangular area at the top for an image. Below the image are two horizontal lines for text.

A template for a single card in a carousel ad. It features a large rectangular area at the top for an image. Below the image are two horizontal lines for text.

[Click to learn more about Carousel Ads](#) 

24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring hashtags. Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

#SundayFunday

- 💡 Final weekend thoughts
- 💡 Weekend activities

#MondayMotivation

- 💡 Uplifting content
- 💡 Productivity tips
- 💡 Well wishes for the work week ahead

#TransformationTuesday

- 💡 Brand evolution over time
- 💡 Before and after stories from customers

#WednesdayWisdom

- 💡 Best practices for your product or brand
- 💡 Weekday activities

#TBT (ThrowbackThursday)

- 💡 Important firsts for your company
- 💡 Fun facts about your company's past

#FridayFeeling

- 💡 Your plans for the weekend
- 💡 Fun GIF's

#Caturday

- 💡 Office pets
- 💡 UGC of customers' pets with your product

[Click to download more worksheets](#) 

Twitter Poll ideas

Engage with your audience in creative ways and show a different side to your brand

Get feedback on your account

What kind of content do you want to see from our account?

Thought leadership

Pro-Tips

Behind the scenes

Add humour

The best Friday meetings are

Short & focused

Before Noon

Cancelled

Tap into trends

Will you tune in to the #Oscars

Making my popcorn

Might watch later

Nope

Make a quiz

What year were we founded in

2005

1999

1982

Create community

What's in your mug this morning

Coffee

Tea

Other (please reply)

[Click to download more worksheets](#) 

Thought starters: Video types

**Get the most from your video with
these thought starters**

How-to



Q&A



Live video



**Stop
Motion**



**Gift
guide**



**Product
forward**



**Customer
Spotlight**



Slideshow



**Data
Visualisation**



**Before
and after**



Unboxing



**User generated
content**



[Click to learn more about video on Twitter](#) ➡

Twitter Ads targeting

Looking to find your audience on Twitter?

Twitter's targeting options can help you reach the right people at the right time.

First, the basics

The options in this section work together using “AND” logic. This means you will be targeting people who match all of the input criteria.

Example: People who live in Canada AND speak French AND use Mobile-Android devices

Demographics

Gender

- ☐ Any
- ☐ Men
- ☐ Women

Age

Location

Language

Devices

- ☐ Mobile - iOS
- ☐ Mobile - Android
- ☐ Desktop
- ☐ Other mobile
- ☐ All

Other device characteristics
(Carriers, device models)

Great! These basic parameters will be applied to the rest of your selections, which we will fill out now

This last section uses “OR” logic, meaning you'll target people who match any of the input criteria.

Example: People who belong to a custom audience OR have a specific interest OR match a specific conversational topic

Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

[Click to learn more about Twitter's targeting options](#)

Twitter Ads targeting

Targeting features

Keywords

Follower look-alikes

Interests

Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

☐ People who saw your past Tweets

☐ People who saw and engaged with your past Tweets

☐ Organic Tweets

☐ Tweets from specific campaigns

☐ Both

Campaign optimisation

Remember your ABCs of campaign optimisation



Audience

- Combine targeting options
- Understand your audience
- Remove similar audiences



Bid

- Adjust bid amount regularly
- Use small increments
- Monitor performance



Creative

- Refresh creative regularly
- Test on broad campaigns
- Experiment with different components



Signals

- Not reaching daily budgets
- Daily budgets spending too fast
- High costs
- Low campaign reach
- Low engagement or click rates

Create your Twitter Ads

Create your Twitter Ads 

Check out our Agency Resources 

Our blog publishes new marketing and Twitter-focused posts regularly 

Have questions? Contact our dedicated Customer Success team [here](#) 